

WEST

Help

Logout

Interrupt

Main Menu

Search Form

Posting Counts

Show S Numbers

Edit S Numbers

Preferences

Cases

Search Results -

Terms	Documents
(L1 or L2) and L3	108

Database:

US Patents Full-Text Database
 US Pre-Grant Publication Full-Text Database
 JPO Abstracts Database
 EPO Abstracts Database
 Derwent World Patents Index

IBM Technical Disclosure Bulletins

Search:

L4

Refine Search

Recall Text

Clear

Search History
DATE: Thursday, April 25, 2002 [Printable Copy](#) [Create Case](#)
Set Name Query
 side by side

Hit Count Set Name
 result set

DB=USPT,PGPB,JPAB,EPAB,DWPI; PLUR=YES; OP=OR

<u>L4</u>	(L1 or L2) and L3	108	<u>L4</u> (1)
<u>L3</u>	(profile or profiling or profile) and (shopper or consumer or customer) and (advertising or ads or advertisement)	2651	<u>L3</u>
<u>L2</u>	(customer or consumer) adj profiling	82	<u>L2</u> (2)
<u>L1</u>	target adj advertising	116	<u>L1</u> (2)

END OF SEARCH HISTORY

(1) considered all
 (2) scanned titles, abstract, class/sub, inventor, claims

	Type	L #	Hits	Search Text	DBs	Time Stamp
1	BRS	L1	4966	(customer or consumer or shopper) and (ads or advertising or advertisement) and (targeting or target or profile or demographic)	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:01
2	BRS	L2	3521	1 and (info or information or db or database) and (computer or computerized or pc or laptop)	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:08
3	BRS	L3	1070	2 and 705/\$.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29
4	BRS	L4	357	2 and 705/14.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:28
5	BRS	L5	164	2 and sorting and analyzing	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:28
6	BRS	L6	56	5 and 705/\$.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29
7	BRS	L7	15	5 and 705/14.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29

(2)

(1)

(1)

(1) considered all

(2) scanned titles, abs, claims, inventor

DIALOG INFORMATION SERVICES

Welcome to DIALOG

Logon file001 25apr02 10:06:09

SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2002/Apr 24

(c) 2002 Resp. DB Svcs.

File 610:Business Wire 1999-2002/Apr 25

(c) 2002 Business Wire.

*File 610: File 610 now contains data from 3/99 forward.

Archive data (1986-2/99) is available in File 810.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2002/Apr 24

(c) 2002 The Gale Group

File 15:ABI/Inform(R) 1971-2002/Apr 24

(c) 2002 ProQuest Info&Learning

*File 15: SELECT IMAGE AVAILABILITY FOR PROQUEST FILES

ENTER 'HELP PROQUEST' FOR MORE

File 476:Financial Times Fulltext 1982-2002/Apr 25

(c) 2002 Financial Times Ltd

File 624:McGraw-Hill Publications 1985-2002/Apr 24

(c) 2002 McGraw-Hill Co. Inc

File 636:Gale Group Newsletter DB(TM) 1987-2002/Apr 24

(c) 2002 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2002/Apr 24

(c) 2002 The Gale Group

File 613:PR Newswire 1999-2002/Apr 25

(c) 2002 PR Newswire Association Inc

*File 613: File 613 now contains data from 5/99 forward.

Archive data (1987-4/99) is available in File 813.

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 16:Gale Group PROMT(R) 1990-2002/Apr 24

(c) 2002 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 634:San Jose Mercury Jun 1985-2002/Apr 24

(c) 2002 San Jose Mercury News

File 148:Gale Group Trade & Industry DB 1976-2002/Apr 24

(c)2002 The Gale Group

File 20:Dialog Global Reporter 1997-2002/Apr 25

(c) 2002 The Dialog Corp.

File 77:Conference Papers Index 1973-2002/Mar

(c) 2002 Cambridge Sci Abs

File 35:Dissertation Abs Online 1861-2002/Apr

(c) 2002 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Apr 25

(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2002/Apr W3

(c) 2002 BLDSC all rts. reserv.

File 2:INSPEC 1969-2002/Apr W3
 (c) 2002 Institution of Electrical Engineers
 File 233:Internet & Personal Comp. Abs. 1981-2002/Apr
 (c) 2002 Info. Today Inc.
 File 474:New York Times Abs 1969-2002/Apr 24
 (c) 2002 The New York Times
 File 475:Wall Street Journal Abs 1973-2002/Apr 24
 (c) 2002 The New York Times
 File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Mar
 (c) 2002 The HW Wilson Co.
 File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Apr
 (c)2002 Info.Sources Inc
 File 348:EUROPEAN PATENTS 1978-2002/APR W02
 (c) 2002 European Patent Office
 File 349:PCT FULLTEXT 1983-2002/UB=20020418,UT=20020411
 (c) 2002 WIPO/Univentio
 File 347:JAPIO Oct/1976-2001/Dec(Updated 020401)
 (c) 2002 JPO & JAPIO
 *File 347: JAPIO data problems with year 2000 records are now fixed.
 Alerts have been run. See HELP NEWS 347 for details.
 File 635:Business Dateline(R) 1985-2002/Apr 24
 (c) 2002 ProQuest Info&Learning
 File 387:The Denver Post 1994-2002/Apr 24
 (c) 2002 Denver Post
 File 471:New York Times Fulltext-90 Day 2002/Apr 24
 (c) 2002 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
 (c) 2002 Phoenix Newspapers
 *File 492: This file is temporarily not updating.
 File 494:St LouisPost-Dispatch 1988-2002/Apr 24
 (c) 2002 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2002/Apr 23
 (c) 2002 Detroit Free Press Inc.
 File 630:Los Angeles Times 1993-2002/Apr 25
 (c) 2002 Los Angeles Times
 File 631:Boston Globe 1980-2002/Apr 23
 (c) 2002 Boston Globe
 File 632:Chicago Tribune 1985-_2002/Apr 25
 (c) 2002 Chicago Tribune
 File 633:Phil.Inquirer 1983-2002/Apr 24
 (c) 2002 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2002/Apr 25
 (c) 2002 Newsday Inc.
 File 640:San Francisco Chronicle 1988-2002/Apr 25
 (c) 2002 Chronicle Publ. Co.
 File 641:Rocky Mountain News Jun 1989-2002/Apr 20
 (c) 2002 Scripps Howard News
 File 702:Miami Herald 1983-2002/Apr 22
 (c) 2002 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2002/Apr 24

(c) 2002 USA Today
 File 704:(Portland)The Oregonian 1989-2002/Apr 19
 (c) 2002 The Oregonian
 File 713:Atlanta J/Const. 1989-2002/Apr 25
 (c) 2002 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2002/Apr 21
 (c) 2002 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2002/Apr 25
 (c) 2002 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
 (c) 2000 The Plain Dealer
 *File 725: This file is temporarily not updating.
 File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times
 *File 735: This file is temporarily not updating.
 File 477:Irish Times 1999-2002/Apr 24
 (c) 2002 Irish Times
 File 710:Times/Sun.Times(London) Jun 1988-2002/Apr 25
 (c) 2002 Times Newspapers
 File 711:Independent(London) Sep 1988-2002/Apr 24
 (c) 2002 Newspaper Publ. PLC
 *File 711: Use File 757 for full current day's news of the Independent, as
 as well as full coverage of many additional European news sources.
 File 756:Daily/Sunday Telegraph 2000-2002/Apr 24
 (c) 2002 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2002/Apr 25
 (c) 2002

Set	Items	Description
S1	208461	(PROFILE OR PROFILING OR PROFILE) AND (CONSUMER OR CUSTOMER OR SHOPPER) AND (MARKETING OR TARGET OR TARGETING)
S2	38631	S1 AND (PD<20000324)
S3	1493	S2 AND (MATCH OR MATCHING) AND (ADVERTISEMENT OR ADS OR ADVERTISING)
S4	448	S3 AND (QUESTION OR QUERY OR QUESTIONNAIRE) (1)
S5	191	S4 AND (INFORMATION OR INFO) AND ELECTRONIC (1)
S6	184	RD (unique items) (1)

(1) considered all
 (2) scanned brief summaries